

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2019/2020

BMR 3074 – INTERNATIONAL MARKETING

(All Sections/Groups)

12 MARCH 2020
2.30 p.m. – 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 1 page with 5 questions.
2. Attempt ALL questions. The distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

QUESTION 1

GTG Fashion is a luxury fashion brand that appeals to both genders and all ages. To improve their competitiveness in the luxury goods market, the CEO has recently unveiled a new strategy to expand their fashion brands to international market in which the company may have unique opportunity to develop leverage. Explain the FOUR (4) important types of leverage which may be existed in this situation.

(Total: 20 marks)

QUESTION 2

Describe the FOUR (4) specific environmental factors which are required for international marketing research to be conducted differently than domestic marketing research.

(Total: 20 Marks)

QUESTION 3

One of the segmentation method that has continuously gain its popularity is behavioural segmentation.

- a) Explain any FOUR (4) types of behavioral segmentation with example. (16 Marks)
- b) Justify which of the behavioral segmentation type that could be implemented as the most appropriate segmentation for the fashion products. (4 Marks)

(Total: 20 Marks)

QUESTION 4

Discuss the FOUR (4) government initiatives which could help a company to facilitate their international expansion.

(Total: 20 Marks)

QUESTION 5

Licensing is one of the global market entry strategies which has received greater attraction among global player in the recent years for the purpose of international expansion. Explain FIVE (5) advantages of licensing.

(Total: 20 Marks)

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